

SUBSCRIBER GEOGRAPHIC

Distribution – May 2017

Unique Total Qualified Circulation

State	Total Qualified	State	Total Qualified
Maine	109	Kentucky	310
New Hampshire	78	Tennessee	211
Vermont	33	Alabama	246
Massachusetts	233	Mississippi	182
Rhode Island	25	Arkansas	342
Connecticut	181	Louisiana	122
New York	1,388	Oklahoma	156
New Jersey	376	Texas	2,345
Pennsylvania	718	Montana	116
Ohio	866	Idaho	306
Indiana	607	Wyoming	95
Illinois	1,052	Colorado	537
Michigan	683	New Mexico	128
Wisconsin	371	Arizona	423
Minnesota	537	Utah	156
Iowa	574	Nevada	150
Missouri	1,325	Alaska	26
North Dakota	46	Washington	2,746
South Dakota	141	Oregon	537
Nebraska	202	California	951
Kansas	427	Hawaii	28
Delaware	43	U.S. Territories	9
Maryland	272	Canada	407
Washington D.C.	23	Mexico	—
Virginia	910	Other International	4
West Virginia	82	APO/FPO	—
North Carolina	365		
South Carolina	193		
Georgia	390		
Florida	1,862		
Total Qualified Circulation	24,645		

Source: BPA Publisher's Statement 06/2017

PASS-ALONG

In addition to 24,033 qualified subscribers, each copy of *School Transportation News* magazine is passed along to 3.3 readers. This translates to a total monthly readership of more than 103,342 readers.

Readership & Pass-along

Source: EL Market Information Co.

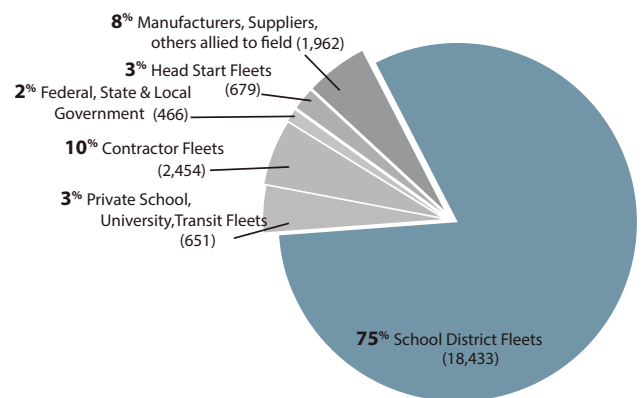
Primary Readers	24,033
Pass-along Readers	79,309
Total Readers	103,342

SUBSCRIBER CLASSIFICATION

by Business & Industry

Average Subscriber Base

Print Subscribers	22,264
Digital Subscribers	5,200
Total Subscribers	24,033
6 Issue Average	



Source: BPA Publisher's Statement 06/2017

Subscriber Titles (May 2017)

Transportation Director	8,886
Superintendent/School Business Official	6,283
President/CEO	2,547
Fleet Manager	1,470
Driver Trainer	1,668
Others Allied to the Field	3,791